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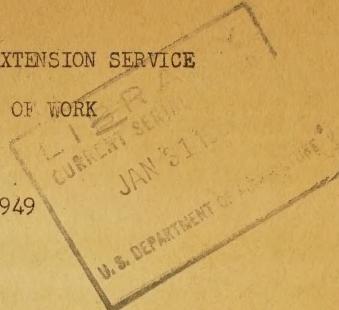
NEW HAMPSHIRE AGRICULTURAL EXTENSION SERVICE

ADMINISTRATION PLAN OF WORK

Reserve

for

Calendar Year 1949



I. SITUATION AND TRENDS

Business conditions are having their effect upon the people that Extension Service deals with in New Hampshire. There is more unemployment now than in 1948 and there were considerably more inquiries by people who have been working in shops and towns, for small farms where they can carry on some part-time farming. There is also more labor available for farm work and it is observed that people in general are more prudent in their purchases than they have been for some time.

County and State legislative representatives are more tax conscious this year than they have been for several years. At hearings where appropriations for counties have been considered, questions were asked for what the money was needed and if a reduction could not be made, whereas a year ago funds were voted without comment. The Director attended a number of these hearings and in practically every county the amount requested for Extension work was granted although legislators wanted to know more about Extension work both in the State and in their counties. They were sympathetic with Extension work and not critical but their questions indicated they were not too well acquainted with its objectives and activities.

The outlook which agriculture faces is less favorable than a year ago but farm families are adjusting themselves to such conditions. The increased use of labor-saving devices in fields, barns, and homes is reducing labor costs and improving efficiency. We also note an increasing interest in cash crops and better methods of marketing them.

Consideration of the taxing of forest land and forest products and the need for improved standards in handling this matter is receiving serious thought by the State Legislature. If present proposed bills are passed it will give more responsibility to our Extension Forestry Agents.

Green Pastures program carried on last year created much interest among our dairymen and those allied with the dairy business. It is encouraging to see the agricultural agents carrying on the educational features of this particular project.

In a number of counties more young people are taking over the operation of farms and there is a growing conviction on the part of all of our Extension agents that these young people should have more time and attention spent with them.

II. ADJUSTMENTS, REMEDIES, CHANGES

Farming has gone through significant changes during the war. If the Extension Service is to fulfill its obligations to people of the State, it should be sure it is giving the most up-to-date type of service that people want and need and be sure that the Extension Service is carrying on its work efficiently and thoroughly.

There are five items of major importance that need attention in New Hampshire for the coming year:

a. Improved program planning. This question will receive the special attention in working out the application of the results of the Hillsborough Survey in cooperation with the Federal Extension office. (See Exhibit "A" for organization of committees for this purpose.)

We need much more cooperation and group effort in order to bring all resources to bear on our problems. This applies to specialists as well as counties. What we need most is the staff approach rather than individual work on problems.

Farm and home planning will receive consideration this year and a start will be made by having our Farm Management Specialist gather material which can be presented to other members of the staff in order that they may begin to see the value of such work.

Some several years ago, land use policy committees were formed in the counties in order to see if we could develop a long time program. In two or three counties we need to have the county agricultural agents take the lead in bringing together a few leading people who would represent industry, recreation, and agricultural interests. These people could informally at the start analyze the resources of the county, and begin to think out how these resources could best be used in the future. Without some such development our program is likely to be hit or miss and things that are essential may be overlooked.

b. Improvement in Supervision. With the appointment of a new home demonstration agent leader, progress is already observed in the work of the home demonstration agents in coordination of their work with the specialists. The present problem is greatest with the county agricultural agents. A good county agricultural agent leader is needed who can inspire them and who can get them to work on a more definite program. County programs are needed on specific objectives on which we should be able to measure progress from year to year. In one or two instances

it is noted that agents seem to be satisfied with a day to day program of "trouble shooting." Comments have been made to the Director by some farmers, "We want to see your agents have a more well-rounded, definite program and we are expecting you to see that this is brought about."

c. Improvement in coordination of effort of various agricultural agencies. Extension workers are looked upon by people in the counties as part of the local organization and therefore turn to them for information and assistance in obtaining the services of various agencies that are available for work in the counties. Extension agents, therefore, have an opportunity to tap the resources of both Federal and State agencies in carrying on their work. Extension workers can enlarge their influence if they cooperate closely with both National and State agencies. This has already been demonstrated in a number of instances, particularly in the agricultural and home economics fields where the Green Pastures program has brought into the picture the Production and Marketing Administration, Soil Conservation Service, vocational agricultural teachers, grain dealers, bankers, and fertilizer companies. This same idea can also be applied in the proposed health survey in the City of Manchester. It is also possible to work with various agencies who are interested in work with young people including those from the rural towns as well as those from the farms. Again, it may be noted that a number of farmers have commented on the necessity for more coordination and less duplication of effort by agricultural agencies.

d. Professional Improvement. One of the great needs in Extension work is for more professional improvement by all members of our staff. We should get the younger Extension people to see the need for taking more professional improvement and then make it possible for them to do so. Our goal is to have eight persons attend special courses for Extension workers during the coming year. We want to have two county agricultural agents; two home demonstration agents; two club agents, and two specialists take up some form of professional improvement during each year.

e. Improving Our Public Relations. When legislators indicate that they are not well acquainted with our Extension work and what it is doing, it seems clear that we should find better ways of keeping them informed. We would like to see if we cannot prepare a special pamphlet on Extension work and mail it to many outstanding leaders in the State. We believe that this should be supplemented by having the county staff send reports of their work in the form of a circular letter to legislators and others interested, two or three times each year.

There is also a job to be done in outlining a representative county committee which could sponsor and guide Extension work within a county. Such a problem needs attention because of the question being raised on the relations of the Farm Bureau to the Extension Service.

Considerable time and effort should be spent by the Director in acquainting people of the State with our objectives and our results. This should include contacts with the Master of the State Grange, President of the Farm Bureau, heads of agricultural commodity groups, and persons in the State interested in home economics work and club activities.

Within the University the Director has an opportunity and a duty to keep his supervisory and administrative officers as well as the Director of the Experiment Station informed of Extension needs and accomplishments.

f. Outline of Director's Duties. The Director submits an outline of his duties (Exhibit B) which has been prepared in order that the work of his office may be more carefully systematized and planned. This outline has been shown to the President of the University and along with it a chart of the organization is being prepared.

During the year the Director is planning to have the supervisors work out outlines of their duties and responsibilities in consultation with him in order that they will have an outline similar to the one prepared by the Director.

III. CALENDAR OF WORK.

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| <u>January</u> | Meet with County Executive Boards to discuss budgets.
Interview candidates for State home demonstration agent leader. |
| <u>February</u> | Meet with County Executive Boards to discuss budgets.
Meet with Soil Conservation Service committee and Production and Marketing State Committee on coordination of programs, soil testing and Green Pastures. Plan and hold Annual Conference. Attend sub-district meetings of supervisors of SCS. |
| <u>March</u> | Attend New England Extension Conference. Prepare for cooperation of Grange lecturers on Extension work.
Plan for work of Extension Marketing Committee. |
| <u>April</u> | Work on budget appropriation for State and county budgets. Reinstate State leaders bi-monthly meetings.
Attend hearings for county appropriations |
| <u>May</u> | Follow up air transportation project. Work out organization of State Committee on Research and Marketing Dev 'lopments. Attend meeting of Extension Marketing Committee, Washington, D. C. Attend State Soils Conservation Service meeting and send out notice of sub-district supervisors meetings. |

- June Outline reorganization of Assistant Director's duties. (See Exhibit C) Attend two or three County Executive Board meetings to keep in touch with developments. Work out plans for apprentice training for county workers during the summer months. Work on cooperative plans with Soil Conservation Service and Production and Marketing Administration for summer field days. Check reports of progress on Research and Marketing projects, particularly the one dealing with fruits and vegetables. Take some annual leave.
- July Attend two Executive Board meetings. Work out professional improvement plans for staff members. Hold conference with H. M. Dixon on plans for RMA committee meeting. Take some annual leave.
- August Attend American Institute of Cooperation in Wisconsin and help lead discussion on marketing. Check the results of Northeastern Committee on club work. Assist in developing plans for interpretation of results of Hillsborough Survey.
- September Attend and supervise work of the Northeastern 4-H club activities at Eastern States Exposition.
- October Attend several county executive board meetings to keep in touch with developments. Talk with heads of Farm Bureau, Grange and other organizations in regard to our work. At meeting of supervisors have Mr. Hoitt report on Visual Aids Workshop. Attend Land-Grant College meeting. Attend Annual State Farm Bureau meeting.
- November Attend New England Directors' conference in New Jersey. Attend Annual State Farm Bureau Conference.
- December Meet with county executive boards.

